

Mariw Lindahl

Information
about

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Westlock

**The
FRIENDLY
TOWN
of
ALBERTA**

Sept. 1948

General Stores

Red and White Store	S.A. Lindahl
Lindahl's Dept. Store	P.F. Conkin
Westlock Mercantile	W. Lutsky
Fembina U.F.A. Co-Op	G.H.D. Wilson, Mngr.

Hardware Stores

Westlock Hardware	J.P. Renaud and Sons
Hunter's Hardware	J.E. Hunter

Garages

General Motors Garage	H. Doherty
Ford Garage	H. Ray Hide
Westlock Garage	E.T. Leake
Brooks Garage	A. Brooks
Red Head Garage	E. Miller and R. Willcock
White Rose Garage	C. Campo
Co-Op Gas and Oil	R.C. Ponting
Purity 99 Station	H. Kipp
Dodge Garage	F. Merryweather
Westlock Auto Body Shop	L. O'Donnell and G. Kramps

Implement Dealers

I.H.C.	D.C. Fender
John Deere	F. Merryweather
Massey Harris	W.H. Glover
Case Implements	A. Blacklock
Minneapolis Moline	H. Doherty
Ford and Ferguson	H. Ray Hide
Cockshutt	J.P. Renaud and Sons

Meat Markets

Westlock Locker Service	F. Dykstra
Westlock Meat Market	J. Murfitt

Drug Stores

Torrie's Drug Store	D.M. Torrie
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Bakeries, Pastry Shops

Westlock Bake Shop	Miss M. Hunt
The Pastry Shop	Miss S. Mehr
Westlock Bakery	J. Roch

Barber Shops and Beauty Parlors

Zacek's Barber Shop	A. Zacek
Pete's Barber Shop	P. Haydamack
Westlock Beauty Parlor	Mrs. H. Catherwood
Ideal Beauty Parlor	Mrs. Louise VanDresar
Pauline's Beauty Shop	Miss P. Lefebvre

Blacksmith

E. Missal

Gift Shops

Rainbow Gift Shop	Mrs. B. Kemp
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Real Estate and Insurance

C.C. Curlett
C.H. Daly
F. Griswold
F. Neilson
C.A. Roulston
R. Smith

Cafes and Restaurants

Johnny's Cafe	S. Berezon
Clarke's Cafe	W. Clarke
Westlock Hotel	R. Anselmo
Union Cafe	

Lumber Yards

Beaver Lumber	W.J. McCullough, Mngr.
Ricard's Lumber Yard	G. Ricard

Coal and Wood

L. Loree
F. Wood
H. Kipp
Crone Bros.

Cartage

C.W. Anderson
Cronz Bros.
F. Wood

Printers and Publishers

The Westlock Witness	H.E. Martin
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Shoe Stores and Repair

Westlock Shoe Repair	F. Thibault
Westlock Shoe Parlor	Mrs. W. Backman

Doctors and Dentists

Westlock Clinic	Drs. G. Whissell, F. Woodman, L. Giroux.
	Drs. L. Kickham, T. Garrison

Medical Arts

Dr. S. Sands, Dentist
Dr. G. Robertson, Dentist

Oil and Gas Distributors

Imperial Oil Products	I.P. Wodelet and Son
British American Oil Prod.	D. Roberts
Lion Oils	R. Wharton and C. Langille
Canadian Oils	J. Forbes
Maple Leaf Prod.	Pembina U.F.A. Co-Op

Ladies Wear

Bentley's Ladies' Wear	Mrs. A. Bentley
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Jewellery Stores

A.G. Walker
W. Beauchamp

Optometrist

A.G. Walker

Electrical, Radio Stores

Westlock Electric	M. Lajarise
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Seed Cleaning Plant

Alta. Seed Growers Assoc.	E.G. Wood, Mngr.
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Lawyers, Barristers

L.R. Tellier
E.W. Stutchbury

Elevators

Alta. Wheat Pool	R. Beairsto
Alberta Pacific Grain Co.	C.S. Kirby
Pioneer Grain Co.	G. Boyd
Searle Grain Co.	J. Fraser
United Grain Growers	M.M. Watt

Dairies, Creameries

Northern Alta. Dairy Pool	R.J. Perrin, Mngr.
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Churches

Westlock United Church	Rev. John S. Clarke
St. Mary's Catholic Church	Rev. Fr. Rooney
St. Phillip's Anglican Church	Rev. D.V.A. Browne
German Lutheran Church	Rev. A. Wahl

Westlock is Busy Friendly Town



There is real justification for the belief that Westlock offers present and prospective businessmen and residents location in one of the most progressive and rapidly expanding centres in Alberta.

Located in the middle of a district that has never known a crop failure, and that is providing ever increasing agricultural wealth through new agricultural products such as clover seeds, as well as high grade wheat and coarse grains; and the area also promises to become an oil producing district, as testified by the exten-

sive tests and drilling being undertaken in the area.

Indication of the grain potential of the district may be gained through Westlock elevator figures for 1947, showing 205,000 bushels of wheat, 144,000 bushels of barley, and 99,000 bushels of oats, as well as 16,000 bushels of flax going through these elevators alone; not to mention the 4 million pounds of forage seed including alsike, alfaswede, sweet clover and alfalfa going through the seed cleaning plant; production of 175,000 bushels of registered farm grain, and expectat-

ion of from six to seven million pounds of clover in 1948.

Honey is becoming a major industry in the area, with an estimated \$100,000 production this year.

More than 110,000 dozen eggs went through Westlock egg grading plant in 1947, and at the creamery 450,000 pounds of butter fat were on record for the past year.

Livestock too, are a major item in the district's economy. Cattle, sheep, and swine are produced in quantity, not to mention poultry. Approximately 1300 head of cattle and 11,500 hogs went to market from the Westlock district last year, representing a value of more than \$550,000.00.

Land value in the district may be estimated on the basis of average value for quarter section set at from \$6500 to \$7000.

Mineral resources, in addition to potential oil out-

put, include two coal mines.

The population of the town is over the 1200 mark and in the district there are an estimated 8,000 persons for whom the town is a marketing centre. Westlock is 55 miles from Edmonton, on a road that is in the process of being paved.

Communities adjacent to Westlock, with which there is an active and sympathetic bond, include Pibroch, Dapp, Jarvie, Fawcett, Flatbush, Clyde, Picardville, Freedom, Bushy, Rochester, Rossington, and Tawatinaw, and many others.

Assets of the town include, in addition to other places of business, a seed cleaning plant, cold storage locker, Newspaper, five elevators, medical services, hospital, municipal offices, school division offices, churches, sewer and water services, a creamery, a bank, hotel, Memorial hall, R. C. M. P. barracks,

high school, phone office, bus service, train service, and many other assets.

The Board of Trade recognizes opportunities in town for:

laundry, dry cleaners, a seed cleaning plant, feed mill, liquor store, dining room, men's specialty shop, hotel, egg processing plant, a dehydrating plant, and many others.

Not only is Westlock the business, health and educational centre for the district, but it is also the social centre. The annual Westlock and District Fall Fair, sponsored by the Agricultural Society, is held here; the annual Sports Day is staged at the Fair Grounds; and the Junior Calf Clubs annually hold an impressive Show and Sale at this centre.

The centre was incorporated as a village in 1913, on land bought from William Lockhart and William Westgate, from whose names the town derives its name. It was incorporated as such in 1946.

Present mayor is Mr. D. C. Fender, Councillors are M. Watt, J. Renaud, E.W. Stutchbury, A. Hollingshead, W. Clarke and H. Doherty.

There are many progressive businesses in town, names of which, with their owners, are found on the reverse side of this sheet.

Busy, progressive and friendly, Westlock is truly the up-and-coming centre of Northern Alberta, located as it is on the new highway to the north and with direct and speedy access to Edmonton.